

## ABSTRACT OF THE DISCLOSURE

An apparatus for decorating an object with the heat-transfer label of a heat-transfer label assembly includes a decorating unit for applying the heat-transfer label onto the object during an extended period of decoration and a conveying mechanism for continuously, rotationally advancing and supporting the object during the extended period of decoration. The decorating unit includes a preheater for heating the heat-transfer label assembly before the period of decoration, a generally flat, heated contact plate which is adapted to pivot so as to continuously urge the heat-transfer label into contact with the object throughout the extended period of decoration and a transport assembly for advancing the heat-transfer label assembly from the preheater to the heated contact plate. The heated contact plate includes a rubber layer constructed of an 80 durometer silicone and a 0.10 inches thick, TEFLON fiberglass cloth covering mounted on the rubber layer.